

## **ABSTRACT**

When a label tape 36 after the printing on a label 39 has been fed to a tape cutting position, heating elements R<sub>1</sub> - R<sub>n</sub> of a thermal head 9 is situated to face a position slightly on the upstream side of a label front end position (at the downstream end in the feeding direction) of the next label 39 which will be printed on next and to face a position on the downstream side of a print start position of the next label 39 (a < b in Fig. 7), and a mark sensor 12 is situated on the upstream side of the heating elements R<sub>1</sub> - R<sub>n</sub> and to face a position slightly on the downstream side of a position indication mark 39B (c < e in Fig. 7).

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